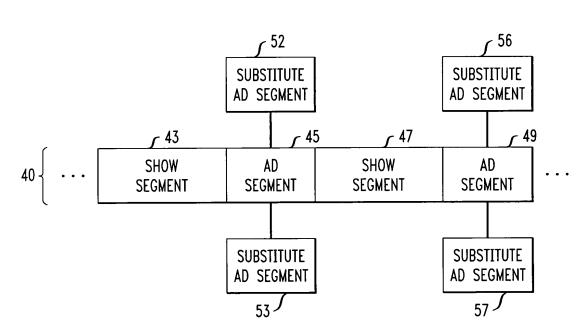


FIG. 1





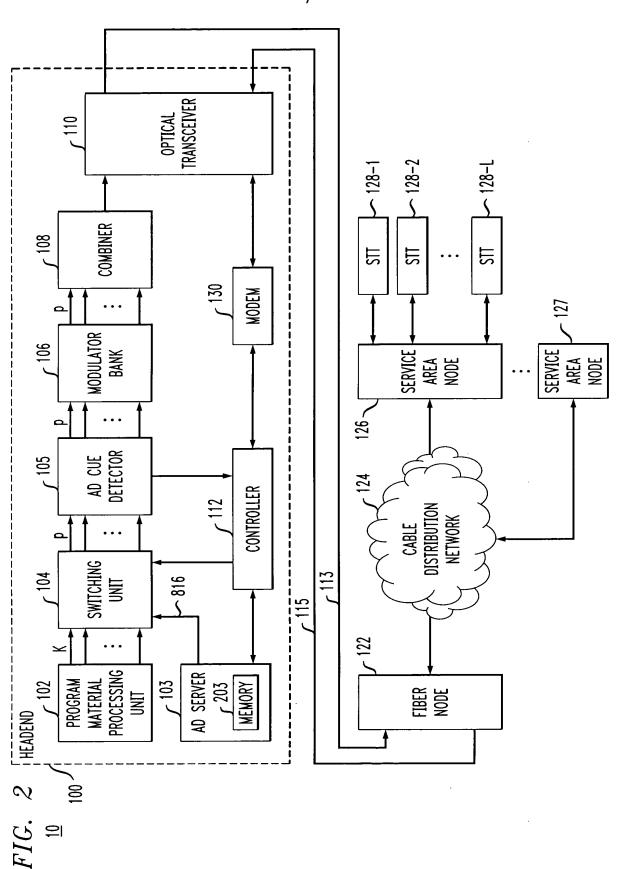




FIG. 3

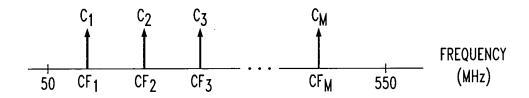
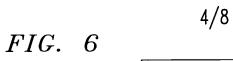


FIG. 4

√ 402	J 404	s 406		s 408
STID	PCH _{NEW}	PCH OLD	•••	DESTINATION

FIG. 5 <u>432</u> 437 436 STID X MAC 1 444-1 4 444-2 MAC 2 NULL MAC 3 5 MAC L 5





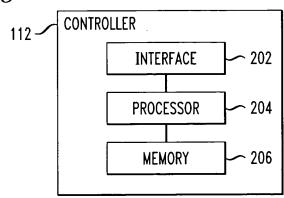


FIG. 7 373 374 <u>377</u> INPUT PORT X 1 NULL 371-1 372-2 2 3 3 11 4 1 K 25

FIG.	8			700
<u>300</u>		304	306	308
		Х	N _{PCHX}	ASSIGNED CARRIER
	313 {	1	0	NULL
	311	2	12	Сз
	· ·	3	1	C ₁₁
		4	1000	C ₁
		-		
		- •	:	•
		К	5	C ₂₅



9:45 AD STREAM 4-B AD STREAM 4-A 9:43 AD STREAM 1-C AD STREAM 1-B AD STREAM 1-A AD STREAM 1-D (RESERVED)— (RESERVED)— 9:40 (88) ABC. ĕ 1-13 1-1 1-10 **T-14 T-12** 1-9 <u>-</u>

FIG. 9



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FIG. 10

AD CUE DETECTOR MONITORS EACH OF THE P PROGRAM CHANNEL 505 STREAMS THAT ARE BEING BROADCAST TO SUBSCRIBERS FOR CUE MESSAGES INDICATING THAT AN ADVERTISEMENT BREAK IS IMMINENT AD CUE DETECTOR DETECTS CUE MESSAGE INDICATING AN UPCOMING AVAIL IN ONE OF THE 508 PROGRAM CHANNEL STREAMS BEING BROADCAST AD CUE DETECTOR NOTIFIES CONTROLLER OF THE ~ 510 UPCOMING AVAIL AND IDENTIFIES INPUT PORT THROUGH WHICH CUEING STREAM ENTERS · 513 CONTROLLER COMPILES A LIST OF TARGETED STTs CONTROLLER CONSULTS ASSIGNMENT TABLE TO DETERMINE 516 THE NUMBER OF UNUSED TRANSMISSION CHANNELS CONTROLLER PROVIDES TO AD SERVER DATA IDENTIFYING THE CUEING STREAM, DATA CONCERNING THE UPCOMING AVAIL, A **→** 518 LIST OF IDENTIFIERS FOR TARGETED STTs, AND THE NUMBER OF UNUSED TRANSMISSION CHANNELS

FIG. 11

	AD SERVER OBTAINS DATA CONTAINING DEMOGRAPHIC	
	PARAMETERS ASSOCIATED WITH THE TARGETED STTs	522
_	↓	_
	AD SERVER ANALYZES THE DEMOGRAPHIC PARAMETERS AND	
	IDENTIFIES ONE OR MORE DEMOGRAPHIC GROUPS OF STTs	524
	FROM AMONG THE TARGETED STTs	
		-
	AD SERVER DETERMINES ONE OR MORE OF THE UNUSED	
	TRANSMISSION CHANNELS TO CARRY TARGETED	528
	ADVERTISEMENTS FOR THE TARGETED STTs]
	↓	
	AD SERVER GENERATES ONE OR MORE STREAMS CONTAINING	531
	TARGETED ADVERTISEMENTS FOR THE TARGETED STTs]
		_



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FIG. 12

<u>620</u>

	652	653	654	655	656
	MAC ADDRESS	AGE	SEX	HOUSEHOLD INCOME	LANGUAGE
645−1	MAC 1	29	М	\$45,000	ENGLISH
	MAC 2	56	F	\$75,000	SPANISH
·	MAC 3	18	F	0	ENGLISH
	MAC 4	X	χ	X	X
					•
			- • •	:	
645-L {	MAC L	χ	Х	X	χ

